Claims

1.   A method, comprising the steps of:
         providing an automated reputation service for furnishing information
regarding reputations of parties relative to multiple traits; and
         providing a first client with access to the reputation service via a
communications network to furnish the information regarding a reputation of a
selected party relative to the given trait.

2.   The method of claim 1, wherein the method further comprises the step of
providing a second client access to the reputation service to furnish information
regarding the reputation of the selected party relative to the given trait.

3.   The method of claim 1, wherein the method further comprises the step of
providing the first client access to the reputation service to furnish information regarding
a reputation of the selected party relative to an additional trait.

4.   The method of claim 1, wherein the method further comprises the step of
providing a second client access to the reputation service to furnish information
regarding a reputation of an additional party relative to an additional trait.

5.   The method of claim 1, wherein the first client is assessed a charge for providing
the first client with access to the reputation service.

6.   The method of claim 1, wherein the communications network is a computer
network.

7.   The method of claim 1, wherein the computer network is a wide area network
(WAN).

8.   The method of claim 1, wherein the computer network is the Internet.

9.   The method of claim 1, wherein the communications network includes a wireless
communications path.

10.   The method of claim 1, wherein the selected party is a person.

11.   The method of claim 1, wherein the selected party is an automated agent of a person.

12.   A business method, comprising the steps of:
            providing a collection of reputation data regarding at least one selected
        party;
            furnishing at least a portion of the reputation data to a client; and
            accepting remuneration for furnishing the portion of reputation data to
        the client.

13.   The method of claim 12, wherein the remuneration is monetary remuneration.

14.   The method of claim 12, wherein the client provides the remuneration on behalf of the client.

15.   The method of claim 12, wherein a third party provides the remuneration on behalf of the client.

16.   The method of claim 12, wherein the collection of reputation data holds reputation data for multiple parties.

17.   The method of claim 12, wherein the selected party is a person.

18.   The method of claim 12, wherein the selected party is an organization.

19.   The method of claim 12, further comprising the steps of:
            furnishing the portion of the reputation data to an additional client; and
            accepting remuneration on behalf of the additional client for furnishing
        the portion of the reputation data to the additional client.

20.   The method of claim 12, wherein the portion of the reputation data is furnished to the client via a computer network.

21.   The method of claim 20, wherein the computer network is the Internet.

22.   A system, comprising:

a collection of reputation data regarding multiple parties; and

an automated reputation service for accessing the collection of reputation data on behalf of clients to provide clients with data from the collection of reputation data.

23.   The system of claim 22, wherein the automated reputation service accesses charges for accessing the collection of reputation data on behalf of the client.

24.   The system of claim 22, wherein the automated service includes an interface for the clients to access the automated reputation services via a network.

25.   The system of claim 22, wherein the interface enables clients to access the automated reputation service via the Internet.

26.   The system of claim 22, wherein the collection of reputation data contains reputation data for multiple traits for as least one of the parties.